



CALPEEK

CALIFORNIA POLITICAL WEEK

P.O. BOX 1468, BEVERLY HILLS, CA 90213 (310) 659-0205
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VOL. XIV
No. 24

JUN 15, 1992

ELECTION ANALYSIS

Editor's note: Here's PART II of CALPEEK's analysis of the June 2nd primary election. We'll include some WAR STORIES you'll find interesting; we'll present more campaign AWARDS; and will present our short list of WINNERS & LOSERS among campaign consultants...

- DEMO CONSULTANT WINNERS - As CALPEEK said last week, Sacto consultant Richie Ross and L.A.-based Parke Skelton & Barbara Grover enjoyed a perfect primary. Also having a perfect night was consultant Larry Sheingold...

- GOP CONSULTANT WINNERS - Congrats to Ken Khachigian for his direction in the Herschensohn U.S. Senate win. Also having a good primary was veteran GOP consultant Bob Gouty, with 2 contested House primary wins (Kim in the 41st and Rutan in the 42nd C.D.s), a win for 44th A.D. GOPer Bill Hoge and a win for San Bernardino County Sup. Marsha Turoci...

- LONGEST NIGHT AWARDS, PART II - Other than Berman & D'Agostino Campaigns, there were no HUGE losers. GOP consultant Ron Smith had a disappointing night with the loss of U.S. Rep. Tom Campbell to Herschensohn and the loss of Marian La Follette to rival GOP Assemblywoman Cathie Wright in the OPEN 19th S.D...

- MASTER STROKE AWARD - To Assemblyman Tom Hayden's campaign coordinator, Susan Burnside, for her decision to re-register Green Party voters as Demos in the 23rd S.D. Sources say the campaign re-registered some 800 Greens. At this point, Hayden holds a 453 vote margin over State Sen. Herschel Rosenthal...

- BIG GREEN AWARD - Hayden and Rosen-

thal, along with Demo Assemblymembers Dave Elder and Dick Floyd are minor runners up compared to the MEGA BUCK media campaign of GOP House primary winner Michael Huffington against incumbent U.S. Rep. Bob Lagomarsino in Santa Barbara's 22nd C.D. CALPEEK sources estimate Huffington spent more than \$2.7 million on TV and direct mail. He even purchased some L.A. TV to reach the southern-most tip of the 22nd. The media consultant was Don Ringe, while the mail was done by Huckaby, Rodriguez & Guilliard. FYI: the Santa Barbara News-Press has reported that Lago is now talking about a WRITE-IN campaign for the fall...

- THE POSTMAN ALWAYS RINGS TWICE - Not an award, but a statement that in L.A. Co. the mail delivery of last minute SLATES and hits was SPOTTY AT BEST...

- BEST NEW SLATE - Congrats to consultant Leslie Winner (Winner/Bragg) for designing a new slate for U.S. Rep. Maxine Waters of L.A. It looks like a sample ballot, but with easy-to-read notes about candidates & ballot measures. Some sources credit this SLATE for the upset WIN of Compton Mayor Walter Tucker over frontrunner Lynn Dymally in the 37th C.D...

- WORST TYPO AWARD - Although CALPEEK is no stranger to typos, the undisputed WINNER in the primary goes to the GOP slate produced by consultant Allan Hoffenblum. In the 59th A.D. GOP Central Cmt. endorsements, this slate endorsed Robert S. Whitmore - with an "S" in the place of a "W". No, Mr. Whitmore didn't win...

- DON'T GET MAD, GET EVEN AWARD - To the CA Medical Assn.(CMA) for their successful last minute attack on former Assemblyman Dennis Brown (aka "Dr. No") in the GOP 38th

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C.D. primary. Brown came in 2nd to educator Steve Horn. Why the get even by CMA? Remember the 58th A.D. primary of 1990? It was a last minute mailer by Brown against CMA-endorsed candidate Sy Alban which some think caused him to lose to Tom Mays...

- NONE OF THE ABOVE AWARD - GOP primary nominee, Brad Parton, the hardline conservative mayor of Redondo Beach, has probably noticed that come November he'll only be facing Demo public law attorney Debra Bowen and Libertarian William Gaillard. There won't be a GREEN PARTY candidate because "None of the Above" got 55%, compared to just 45% for Roger Donaldson. How did this happen? It wasn't by accident, folks. The 53rd A.D. has a 44.32% GOP vs. 43.16% Demo registration edge, so Bowen will need lots of extra help to win...

- KEEP YOUR EYES ON BRULTE - As in Assemblyman Jim Brulte(R-Rancho Cucamonga). More and more you hear Brulte's name being mentioned as a potential challenger to GOP Assembly Leader Bill Jones(R-Fresno) -- as opposed to former GOP Leader Ross Johnson, who some GOP assembly members view as damaged goods. Brulte, a freshman in the legislature, has NOT burned his bridges with Gov. Wilson and is HIGHLY regarded by the Bush White House. If it were not for term limits, Brulte could be on the short list for Speaker - when and if the GOP ever wins control of the Assembly...

- MCCLINTOCK'S SURVIVAL - Conservative Assemblyman Tom McClintock's 35% win (with 5,000 more votes over Sang Korman with 24%) is being credited to 3rd place finisher Bill Spillane, who got 18% with a last minute blitz of mail. It was this blitz which took anti-McClintock votes away from Korman. Korman's polling showed NO MOVEMENT by McClintock in the final days of the 24th C.D. GOP primary...

- BEST GOP HIT MAIL - For winning incumbent Assemblywoman Doris Allen in the hot 67th A.D. GOP primary with Assemblyman Tom Mays. McNally-Temple's "Cowa Bunga, Dude?" hit mailer on Mays's legislation declaring Huntington Beach as "Surf City U.S.A." wins top prize. It was a real stinger, but not vicious...

- WORDS THAT CAME BACK ON TV - In 1990,

consultant Larry Remer ran Jim Bates's re-election primary for congress against rival Byron Georgiou. In that primary, Remer called Georgiou a "professional liar." In 1992, Remer was running Georgiou's primary in the 49th C.D. against Demo Lynn Schenk. You guessed it. A TV hit by the Campaign Group used Remer's 1990 quote. Sources in San Diego say Remer is NOT a happy camper. Will Remer get revenge? Count on it...

- HOME TURF ADVANTAGE - It doesn't mean a thing in politics. Case in point: U.S. Rep. Barbara Boxer(D) beat U.S. Rep. Mel Levine(D) in the City of L.A. - winning all council districts except the 8th and 9th districts in South Central L.A. YES, Boxer even beat Levine in West L.A., his home base. STAY TUNED...

TWO CITIES LOOKING AT POKER CLUBS IN FALL.

Editor's note: Always controversial, yet fun to cover, two So. Calif. cities may end up with POKER CLUB initiatives on the ballot for November. Here's a brief update...

...In the next 2-3 weeks supporters in San Diego Co.'s National City will know whether or not their plan to build a card club has qualified for the November ballot. The city clerk is checking petitions to see if sponsors met the 1,500-signature qualification limit...

...In L.A. Co.'s Hawthorne, located next to Torrance and GARDENA (home of several existing card clubs), sponsors Guy Hocker and Mark Young have until June 26 to collect 3,500 valid signatures. Hocker and Young say tax revenue from the club would be used to hire more POLICE for the city. The chief of police doesn't like this idea one bit -- nor will Gardena, if this measure should qualify. Stay tuned...

CARAL RESETS "DAY FOR CHOICE" FUNDRAISER.

The CA Abortion Rights Action League(CARAL) will hold a \$75-per-person fundraiser at 11:30 a.m., June 27 at the Beverly Hilton Hotel. Guest speakers include actresses Polly Bergen, Tyne Daly, Jill Eikenberry and Piper Laurie. For information call (310)393-5600. This event had been set for May 2, but the L.A. Riots caused a postponement...

JUNE 2nd CITY & COUNTY ELECTION ANALYSIS.

Editor's note: Here's a brief report and analysis of some key CITY & COUNTY elections left over from last week...

- SAN DIEGO MAYOR'S RACE - Update. In the wake of Peter Navarro's first place finish over frontrunner Susan Golding, the spin doctors are calling Navarro the ROSS PEROT of San Diego. Why? Because they both appeal to voters with a similar type of message. Navarro finished with 38% to 32% for Golding. Golding's BASE (about 30-32%) held, but Navarro picked up undecided votes in greater numbers. In a runoff it is believed 75% of Councilman Ron Roberts' pro-business votes (16%) will swing to Golding. Demo Tom Carter's 10% and the remaining 5% are up for grabs...

- LOCAL TERM LIMITS - In the City of San Diego voters approved a 2-term limit for councilmembers, 75% YES to 25% no; Santa Clara Co. voters approved a 2-term limit for supes; and Dana Point in Orange Co. approved a 2-term limit by an 89% to 11% margin...

- SAN JOSE CITY COUNCIL - Councilman Joe Head (10th District) was reelected without a runoff. Businessman Frank Fiscalini (6th District) also won without a runoff. But non-incumbents Margie Fernandes and Carl Lindstrom will runoff in the 4th district; school board member Charlotte Powers and neighborhood activist Patricia Shrum will battle in the 2nd district; and surprise candidate Patricia Martinez-Roach will face Kathy Cole, a former AA to retiring Councilwoman Pat Sausedo, in the 8th district. Sources say Fernandes, Powers and Cole have the edge at this point...

- L.A. COUNTY SUPES - 2nd & 4th Dists. In the 2nd District, State Sen. Diane E. Watson (D-L.A.) might have done better than her 45% had she produced better mail. But for whatever reason, Ms. DEW wasn't using the services of her consultant, Harvey Englander. Big mistake, but that wasn't the only one. In a 30-minute TV spot on Chn. 9 prior to the election, Ms. DEW was asked why she was running for the Board of Supes. She answered with some nonsense about TERM LIMITS. Wrong answer, but few voters probably saw it. Ms. DEW's opponent, former Congresswoman Yvonne Burke, rolled up 41%.

If Watson doesn't get her act together, Burke might win in November...

...In the 4th District, incumbent Sup. Deane Dana pulled only 42% and was forced into a Nov. 3rd runoff with Rolling Hills Mayor Gordana Swanson, who got 25%. Swanson hit Dana with everything but the sink and it worked. Can Swanson pull it off in November? An upset can't be dismissed, despite the fact that Dana will undoubtedly have a much bigger warchest. Voters are in a NASTY mood...

- SANTA BARBARA CO. - Incumbent Sup. Dianne Owens was DEFEATED by Timothy Staffel (60% to 32%), while incumbent Sup. William Wallace was forced into a runoff with Willy Chamberlin. Chamberlin got 49% to 38% for Wallace...

- SACRAMENTO CO. - Four candidates remain for 2 spots on the Board of Supes: Jane Hagedorn and Muriel Johnson in the battle to replace Sandy Smoley; and school board pres. Linda Muskopf against SMUD Bd. member Dave Cox for the post being vacated by Sup. Jim Streng. It's also a battle between 4 of Sacto's top political consulting firms: Hagedorn (Richie Ross) vs. Johnson (McNally-Temple); and Muskopf (Leo McElroy) vs. Cox (Townsend, Hermocillo et al)...

- SAN BERNARDINO CO. - Incumbent Sup. Marsha Turoci won reelection, but incumbent Barbara Riordan (38%) faces a runoff with arch-rival Theresa Kwappenberg (28%). In the OPEN seat, Assemblyman Jerry Eaves with 42% will face a runoff with San Berdu Councilman Ralph Hernandez (37%). Some CALPEEK insiders felt Eaves might win this seat WITHOUT a runoff, but Michael Green, who was showing single digits in polling, went door-to-door to GOP households and ended up with 21%...

- L.A. CITY - While most of the attention was focused on Charter Amendment F (reform of the L.A. Police Dept.), voters also approved Measure G to give bid preference to L.A. Co. and Calif. companies. Measure G was sponsored by Councilman Zev Yaroslavsky. It got a 55% YES vote, despite a NO on G position by the L.A. Times...

- SAN DIEGO CO. - There are two OPEN seats on the Board of Supes because George Bailey is stepping down and Susan Golding

is running for mayor. In the 2nd District, Dianne Jacob will face Jack Doyle in November, while in the 3rd District it will be San Diego Councilwoman Judy McCarty against Encinitas Councilwoman Pam Slater. Given McCarty's \$75,000 war chest and probably better name ID than her competitors, it is somewhat surprising she only got 29%...

S.F. PREPARES FOR FALL POLITICAL BATTLES.

Editor's note: The future of the Nat'l League's S.F. Giants is up in the air after the June 2nd defeat of Measure G in San Jose. S.F.'s new mayor, Frank Jordan, has worse polling numbers than former Mayor Art Agnos. And to top it all off, the battling for position has just started among 5 of 6 county supes who will seek reelection on Nov. 3. Here is CALPEEK's brief report...

...With S.F. Giants owner Bob Lurie batting a miserable 0-for-4 in elections, and still looking for a new stadium for his baseball team, can Mayor Frank Jordan afford to be tagged as the mayor who lost the Giants??? CALPEEK sources don't think so, especially since a new poll appeared in the June 9th S.F. Chronicle on Jordan's job performance rating. Of 600 in the phone sample, only 3% rated Jordan's performance as excellent. Some 21% said it was good; 41% said it was fair; AND 31% said it was POOR. Still, some sources don't think much of a RECALL effort being organized against Jordan...

...Turning to the fall supervisorial election, veteran incumbent Harry Britt made it official: he'll NOT seek reelection. No surprise, since Britt has been unhappy with City Hall life for 2 or more years. Seeking reelection will be Supes Angela Alioto, Willie Kennedy, Jim Gonzales, Tom Hsieh and Terence Hallinan...

...Among those mentioned as solid challengers are KCBS Radio producer Barbara Kaufman, S.F. Chamber of Commerce VP Jim Lazarus, gay/AIDS activist Cleve Jones and former S.F. Sheriff/Supervisor/Assessor and Police Chief Richard Hongisto...

...The S.F. business community is already lining up with Hsieh, Kennedy, Kaufman and Lazarus --- while Alioto and Gonzales are NOT on the list for now. And sources say Hallinan is OFF THE LIST - period. With money VERY tight, backing by the downtown powers might be important in November...

INITIATIVE TIME TABLE: DEADLINE SCHEDULE.

Editor's note: Here's a table that lists the names of the various initiative measures which are still out in the field and the deadlines for submitting names to the CA Secretary of State. The letters "C/A" means constitutional amendment, while "S" means statute...

<u>Initiative Name</u>	<u>Deadline</u>	
Forest Watershed	6/15/92	S
Healthcare II	6/19/92	S
Driving & Alcohol Init.	6/22/92	S
English Language Instruct.	6/26/92	S
Term Limits I - Anderson	6/29/92	C/A
Reasonable Attorneys Fees	7/13/92	S
Auto Accident Insurance	7/17/92	S
Education	7/27/92	C/A
Term Limits - County/City	8/3/92	C/A
Taxation	8/17/92	S
Fines and Bail	8/27/92	S

...Eight measures have been turned in for verification and 4 measures have now qualified for November, including TERM LIMITS...

CA INITIATIVE UPDATE: POLICE VIDEOTAPES.

Editor's note: Another initiative has been given the green light to collect signatures for the June 1994 ballot...

• "VIDEO CAMERAS IN PEACE OFFICER VEHICLES" is the official title for a statute by Eddie J. Gage Jr. of Fullerton (714)773-1204. This measure would require the mounting of a video camera in the front windshield of every authorized police vehicle. This is undoubtedly an outgrowth of the Rodney King incident. Gage has until Oct. 26 to collect 384,974 signatures...

PRES. BUSH AT HOWARD JARVIS EVENT JUNE 20.

Pres. George Bush will address the Howard Jarvis Taxpayers Assn.(HJTA) at 9 a.m., June 20, Universal City Hilton Hotel. This event is not open to the public and attendance is by INVITATION ONLY...

INFORMATION YOU NEED TO KNOW ABOUT CALPEEK.

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